

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

March 15, 2015



A 'CORE' ISSUE IN CANTERBURY

Canterbury has taken its litter awareness show to the streets. The fanciful campaign has people dressing up like apple cores and pop cans to highlight the range of litter found tossed aside. Plenty of genuine bagged litter also sits on display to showcase the work required to gather remnant garbage caused by wilful litterers. Visuals for the campaign theme plant the seed that "this is a BIG problem". (Photo, left, taken at Herne Bay).

Now may be the best time to put to rest the idea that dropped apple cores and banana peels are "biodegradable" and should not count as litter. A strewn banana skin will languish and rot for about two years before it "disappears". Organic material such as unwanted food or peelings can enjoy a new life as compost when placed in the requisite bin. Discarded incorrectly, there's no other word for it but the L-word.

A new Swiss study compares the carbon footprints of wasted food (meat, deli, cheese, dairy, fruits & vegetables). It tracked six stores in a supermarket chain from 2010-12. They wasted 1,570 tonnes or 87 tonnes per store annually. Fruits and vegetables made up 85% of the waste, but only 46% of the total footprint from production, processing and transportation. Meat was 3.5% waste, but devoured 28% of footprint.

HEADLINE LITTER GRABBERS (MAR 8 - 15)

Some of what made our News Reel this week
litterpreventionprogram.com/news-reel.html

UK Litter Inquiry weighs in

British MPs want a portion of tobacco taxes diverted to local butt litter cleanup. A report from a Commons committee also advocates for disposal instructions on all product packaging, clean storefront laws for takeaway restaurants and fines higher than the current £80. Released yesterday, the nationwide report stops short of calling for a chewing gum tax and instead issues a final warning to gum manufacturers to fund cleanup solutions. Tobacco makers should be required to supply portable ashtrays to retailers to hand out to smokers, the report says, noting litter in Britain has risen by 20% in the past 12 years.

DID YOU KNOW?

In Grantham, UK the amount of litter collected in a year across the 365 square miles covering South Kesteven District weighs 1,700 tonnes. That's the weight of 225 double-decker buses.

How to make fans before the movie's made (3/13)

Being filmed in Rome, Spectre, a new James Bond movie, has impressed locals. Crews on location picked up litter.

Philly admires Disneyland approach to litter (3/13)

Philadelphia Councilwoman Blondell Reynolds Brown wants a mandatory bin law for stores serving food so there's a bin every 30 steps, like in Disneyland, she says.

Louisiana's Leaders Against Litter (3/11)

Friday saw the Louisiana elite, including the Lt-Gov, leading an offensive against litter at 22 locations across the state.

Dubliners asked to help shape strategy (3/12)

Dublin City Council's litter-fighting strategy for 2016 to 2018 opened for public input this week until March 31.

Britain's parliamentary report on litter online (3/14)

Find the UK litter report at www.parliament.uk/litter.

Toronto's litter audit tells the tale (3/12)

Online keywords "Toronto 2014 Litter Audit" will take you to the city's freshly posted litter counts, a branded sampling taken last September from 300 collection sites. Big litter is down a bit, small litter went up a lot and chewing gum overtook cigarette butts as the most littered item. Tim Hortons was the most littered brand. (18.8%)